



INTRODUCTION TO AMERICAN PATHWAYS 2000

What is American Pathways 2000?

American Pathways 2000 shares with the world “American Culturalism”: A celebration of the richly diverse heritage that is inherent in the American Experience. In doing so, American Pathways 2000 showcases itineraries that interpret our diverse cultures and heritage.

American Pathways 2000 is a public-private partnership that recognizes cultural/heritage tour itineraries by designating them **American Pathways 2000** itineraries. It is part of the White House Millennium Program. The **American Pathways 2000** project is co-sponsored by the Office of Tourism Industries in the U.S. Department of Commerce, the National Tourism Association (NTA), the International Association of Convention and Visitor Bureaus (IACVB), the United States Tour Operators Association (USTOA), the American Bus Association (ABA), and the Receptive Services Association (RSA). Alamo Rent-a-Car is the corporate sponsor for the official web site.

This project offers genuine opportunities for the travel industry to showcase, through public-private partnerships, our country’s extraordinary heritage to a worldwide audience. In July of this year, 74 itineraries received the honor of being designated as **American Pathways 2000** itineraries during Round 1 of the project. They have been highlighted in the media and are featured on the official **American Pathways 2000** web site, accessible throughout the world.

What is the White House Millennium Program?

Led by the First Lady, the White House Millennium Program is a multi-year initiative to mark the end of the 20th century and the beginning of the new millennium. It celebrates the American experience by recognizing and initiating projects that engage every sector of society in conveying our rich heritage to future generations. The White House Millennium Program highlights projects that recognize the creativity and inventiveness of the American people.

What are the goals of American Pathways 2000, Round Two?

Due to the favorable response to Round 1, the **American Pathways 2000** partnership is conducting Round 2 to extend the opportunity to be a part of this project.

All itineraries must be new tours/itineraries developed specifically for this initiative.

The goal is to encourage the development and sale of new American cultural/heritage

tourism products and assist in the export of those products. These efforts will support the national effort to “ensure an American travel experience that is second to none” as set forth at the White House Conference on Travel and Tourism.

What are the benefits of becoming an American Pathways 2000 designated itinerary?

Through this program, international and domestic visitors will be encouraged to discover America by experiencing the richness of its cultures as we celebrate the new millennium. ***American Pathways 2000*** brings together agencies in the Executive Branch, private industry, U.S. destinations and heritage and cultural organizations in a coordinated program designed to generate sales for American cultural/heritage tours in the U.S. domestic market and targeted markets internationally.

The formal designation of ***American Pathways 2000*** itineraries, as part of the White House Millennium Program, confers high honor not only on those itineraries but also on the communities and heritage/cultural organizations featured in these itineraries.

The real power of ***American Pathways 2000*** lies in the cross-promotional opportunities that exist between the operators, the five partners, the federal government, and the corporate sponsor, Alamo.

American Pathways 2000 designated itineraries and their sponsoring tour/receptive operator will be featured by the Office of Tourism Industries on its website and in press releases, direct mail, and speeches/presentations of the Office. Additionally, all sponsors of designated itineraries will have the option of displaying the White House Millennium logo on their materials promoting that itinerary.

Who is eligible to apply?

The applicant shall be a company and/or legal entity that actively engages in the business of operating, conducting or arranging packaged travel in the United States e.g., tour operator, tour bus operator, receptive operator. Applicants must provide proof of membership in good standing with **any** of the following organizations: National Tour Association (NTA), United States Tour Operators Association (USTOA), American Bus Association (ABA), or the Receptive Services Association (RSA).

In the **absence of membership in these organizations**, applicants must comply with all of the following:

- (1) Be in compliance with all applicable laws, rules and regulations and be duly qualified and licensed to do business in United States (This shall be a self-certification.);

(2) Be actively engaged in the business of developing, packaging, promoting, selling and operating packaged travel in North America for at least three years immediately prior to the date of application (Actively engaged is defined as a minimum of 24 tour departures or at least 50 touring days during each of the two immediately preceding twelve-month periods. Each of these tours must contain at least two tour elements that are not owned, controlled or managed by the applicant.);

(3) Employ, in a senior management position, at a minimum of 30+ hours/week, an individual who has been actively engaged in the business of developing, packaging, promoting, selling and operating packaged travel for at least three years immediately prior to the date of application;

(4) Provide satisfactory evidence of maintenance of comprehensive general public liability coverage and professional liability, errors and omissions insurance coverage with minimum limits of \$1,000,000 for each occurrence with reputable insurance underwriting companies. (A comparable, proven self-insurance program may be considered for meeting the requirement upon submission of an actual independent audit.) Verification, by letter, of this coverage from the servicing insurance company will be acceptable;

(5) Provide true and correct and certified copies of all of the following, applicable organizational documents of the company or business. Examples of organizational documents include, without limitation:

a) in the case of a sole proprietorship, any certificate or statement of assumed name;

b) in the case of general partnership, the partnership agreement, any certificate or statement of assumed name and any operating or management agreement;

c) in the case of a limited partnership, the limited partnership agreement, any certificate of limited partnership, any certificate or statement of assumed name and any operating or management agreement;

d) in the case of a corporation, the articles of incorporation or charter, by laws, minutes or written consents of corporate action organizing the corporation, stock register indicating the current shareholders, any certificate or statement of assumed name and any operating or management agreement; and

e) in the case of a limited liability company or partnership, the articles of organization, operating agreement, minutes or written consents of member action organizing the limited liability company or partnership, any

certificate or statement of assumed name and any operating or management agreement;

(6) Have an office in the United States. A street address must be provided; a post office box will not be acceptable.

What is needed to apply?

To be considered for designation as an ***American Pathways 2000*** itinerary, applications must include the following. Incomplete or illegible applications will not be eligible for consideration.

- * The name of the new tour itinerary and an itinerary description;
- * Statement that the itinerary submitted is a new itinerary developed specifically for Round 2 and has been previously sold;
- * A statement describing how the itinerary interprets one or more of the five official ***American Pathways 2000*** themes: “***Food for the Soul,***” “***From Sea to Shining Sea,***” “***I Have A Dream,***” “***Lady Liberty,***” and “***America’s Cultural Mosaic,***” and including how the sites/attractions along the tour will be interpreted for domestic and/or international tour participants (Operators may submit an itinerary that combines one or more of themes.);
- * A marketing plan to ensure sales and development goals are met (Ideally tour operators should also have working relationships with expert representatives in the heritage field.);
- * A sponsors list, identifying key project partners and their responsibilities (This should be part of the promotion plan.);
- * Endorsement from at least one destination marketing organization (e.g., convention and visitor bureau, state tourism office) that the applying itinerary is new, has been developed specifically for ***American Pathways 2000*** Round 2 and has not been previously sold; and
- * Applicant verification (See *Who is eligible to apply?*).

What types of experiences should the itineraries highlight?

A majority of all sites visited on submitted itineraries must incorporate experiences that pertain to at least one of the following themes.

“Food for the Soul”

(Ethnic influences on foods served in the United States)

Each culture has developed its own cuisine, based on its origins, history, and available foodstuffs. These cuisines have become unique contributions to the entire culinary heritage of the United States, giving this country a diverse choice of food to taste and enjoy.

Designated itineraries incorporating this theme should showcase ethnically derived traditional foods through itineraries which include stop-overs at ethnic restaurants or ethnic festivals featuring these foods.

“From Sea to Shining Sea”

(The indigenous peoples of the Americas)

From tiny coastal settlements a nation grew to encompass most of a continent and far-flung islands. The story of its original inhabitants, the indigenous peoples of the Americas, is an important one in the American experience.

Designated itineraries incorporating this theme should provide experiences which highlight how America’s territorial expansion had impacts on the indigenous peoples of the Americas and/or how the culture(s) of these people have influenced American life.

“I Have a Dream”

(From slavery to civil rights...America's striving for a true democracy)

The concept that all men are created equal is a cornerstone of the American psyche. It is part of the glue that binds us as Americans. Unfortunately, our belief in this ideal has not always been borne out in practice, particularly as it relates to the African-American experience. And yet African-Americans have made untold contributions to the building of this nation throughout its entire 223 year history. In fact, the African-American quest for freedom and equality may be the most emblematic story of America’s struggle to reach a true democracy.

Designated itineraries incorporating this theme should provide experiences that highlight the African-American story.

“Lady Liberty”

(Immigration and the building of America)

Since its beginnings, America has been a nation of immigrants. . .with each wave of inhabitants to our shores renewing American society, making it culturally

diverse and commercially viable.

Designated itineraries incorporating this theme should provide experiences that highlight the story of American immigrants.

“America’s Cultural Mosaic”

(Ethnic influences in American “Pop Culture”)

Ethnic diversity has enriched American music, literature, art and the whole fabric of society. Because this blending of the American mosaic has been so successful, American popular culture has been, in the second half of the twentieth century, the nation’s most significant export. Our movies, television programming, best selling books and, most of all, our music dominate global markets. American popular culture reflects the diversity of the American people by incorporating elements of many cultures...just think of the influence of African-American music on the rock-and-roll sound made famous by Elvis Presley.

Designated itineraries incorporating this theme should provide experiences that highlight ethnic influences in American “Pop Culture.”

What is the designation process?

American Pathways 2000 Challenge Kits are being sent to NTA, ABA, USTOA, and RSA members. Other qualified applicants should contact the Office of Tourism Industries, American Pathways 2000 Program, U.S. Department of Commerce, Room 2073, Washington, DC 20230, Attn: Linda Harbaugh. These kits will outline program objectives, themes, and criteria for designation. Applications for designation are to be postmarked by November 8, 1999, to Tourism Industries, U.S. Department of Commerce, Room 2073, Washington, D.C. 20230, Attn: Linda Harbaugh, where they will be forwarded to members of the ***American Pathways 2000*** Itinerary Review Panel for feedback. Recommendations for designation will be made by an intergovernmental group headed by TI. Final designations will be made by the Department of Commerce in March of 2000.

The Itinerary Review Panel will be comprised of experts in the fields of tourism and heritage/cultural development. They will provide input on 1) the nominations and designation process and 2) final designation.

Once designations are made, how does the program work?

Once an itinerary is designated, the operator and partners will need to provide visual aids for publicity purposes and sign an agreement regarding the use of the Millennium logo. Additionally, the operators will need to provide, throughout the use of the logo,

information on the sale of tours (volume, not revenue) related to the designated itinerary in order to help measure the impact of the ***American Pathways 2000*** program.

Once designations are made, qualifying itineraries and their sponsoring operators will be featured in the Office of Tourism Industries global outreach efforts via:

- website
- direct mail
- press release
- speeches/presentations

All operators with a designated itinerary will have the option of displaying the White House Millennium logo on their materials promoting that itinerary.

An operator may submit as many itineraries as desired, but must submit only one itinerary per application.

For further information about *American Pathways 2000*, please contact:

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All applications must be postmarked by November 8, 1999, to be considered for designation.